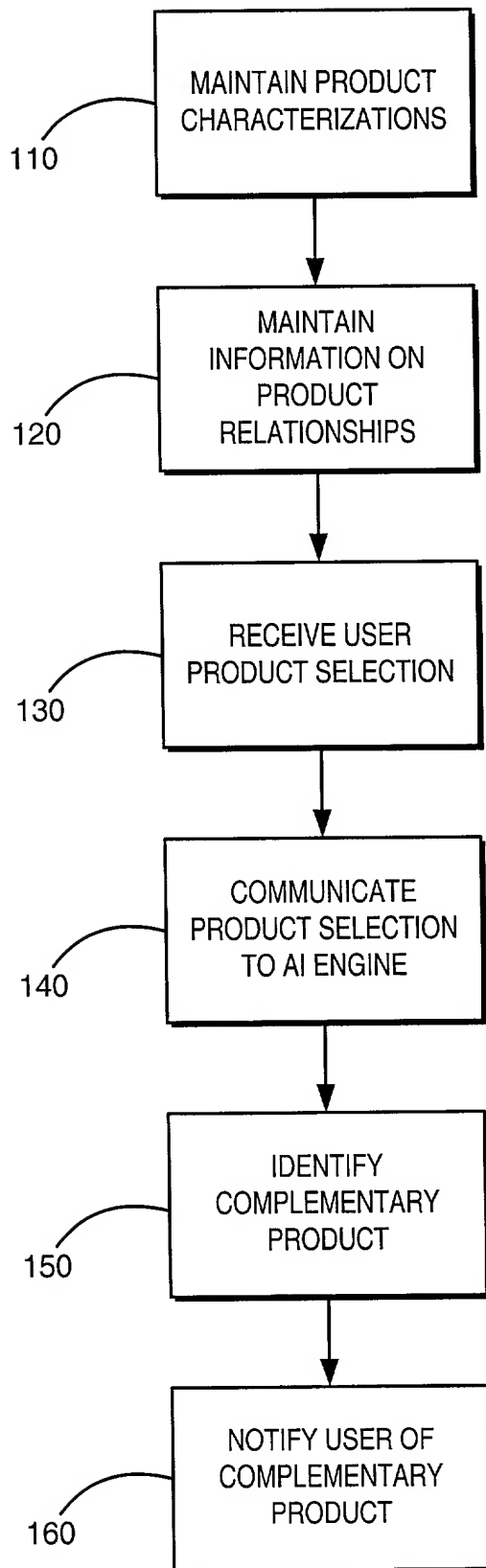


**FIG. 1A**



**FIG. 1B**

PERSONAL BEAUTY CONSULTANT

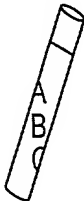
YOU HAVE SELECTED ABC'S RUBY RED LIPSTICK. BASED ON YOUR CONFIDENTIAL PERSONAL PROFILE, OUR COMPUTERIZED BEAUTY ASSISTANT HAS IDENTIFIED THE FOLLOWING COMPLEMENTARY PRODUCTS UNIQUELY CUSTOMIZED TO YOU!



ABC CREAM CONCEALED \$28.44

BUY NOW

LEARN MORE



ABC FIRE LIPLINER \$18.23

BUY NOW

LEARN MORE



ABC HYPER MASCARA \$14.94

BUY NOW

LEARN MORE



ABC HOT EYES EYESHADOW \$16.62

BUY NOW

LEARN MORE

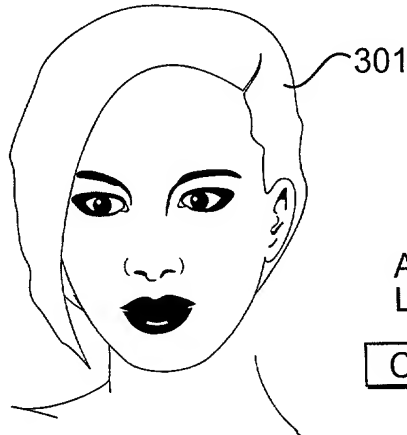
BACK

HOME

FIG. 2

PERSONAL CONSULTANT

YOUR SELECTION OF ABC'S RUBY RED LIPSTICK IS  
DISPLAYED BELOW. CLICK ON A PERSONOLIZED PRODUCT  
SELECTION TO SEE HOW RUBY RED LIPSTICK WILL LOOK  
WITH COMPLEMENTARY PRODUCTS!



ABC RUBY RED  
LIPSTICK

CHANGE LIPSTICK

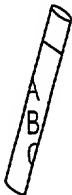


ABC CREAM CONCEALER \$28.44

APPLY TO IMAGE

BUY NOW

LEARN MORE



ABC FIRE LIPLINER \$18.23

APPLY TO IMAGE

BUY NOW

LEARN MORE



ABC HYPER MASCARA \$14.94

APPLY TO IMAGE

BUY NOW

LEARN MORE



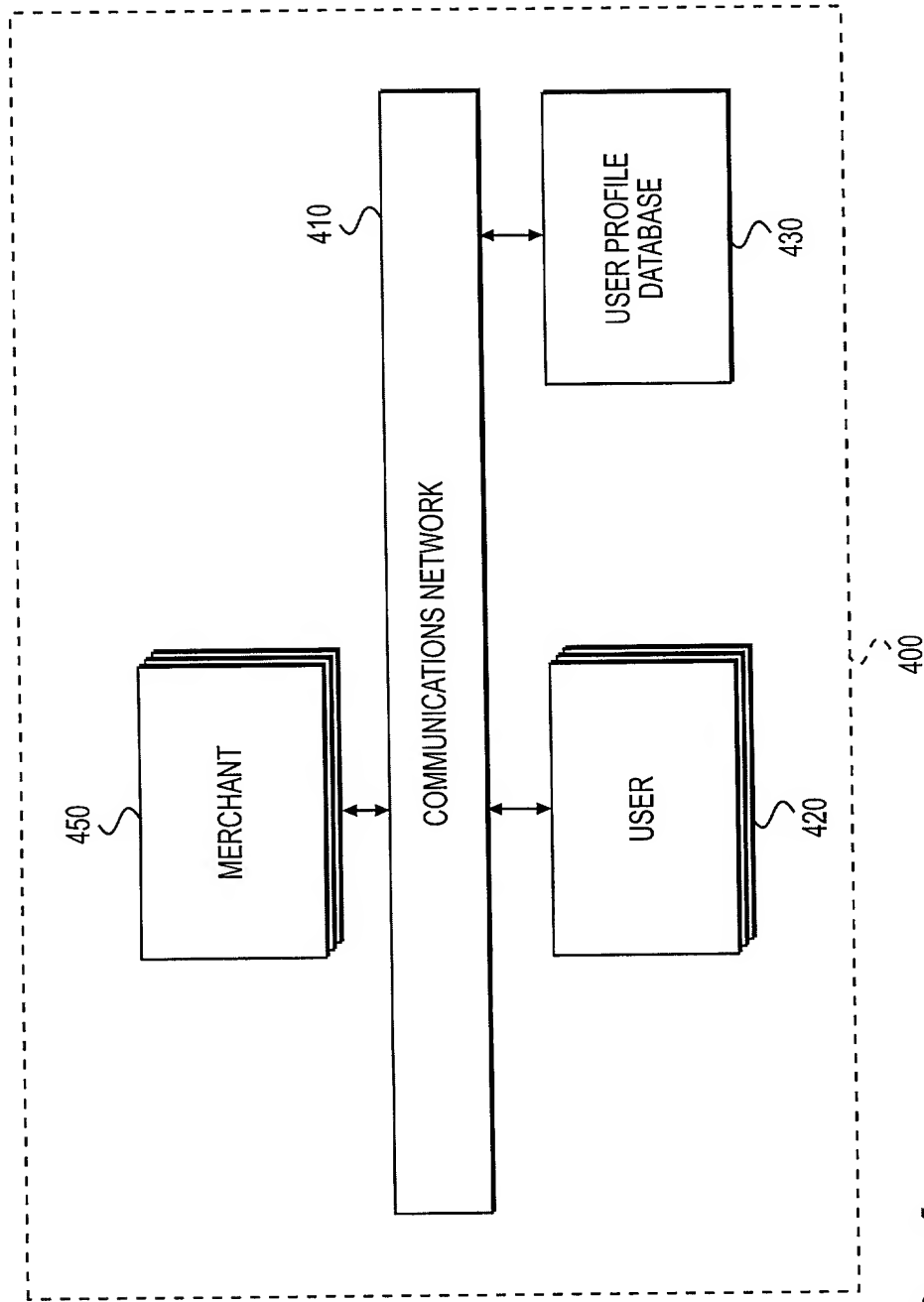
ABC HOT EYES EYESHADOW \$16.62

APPLY TO IMAGE

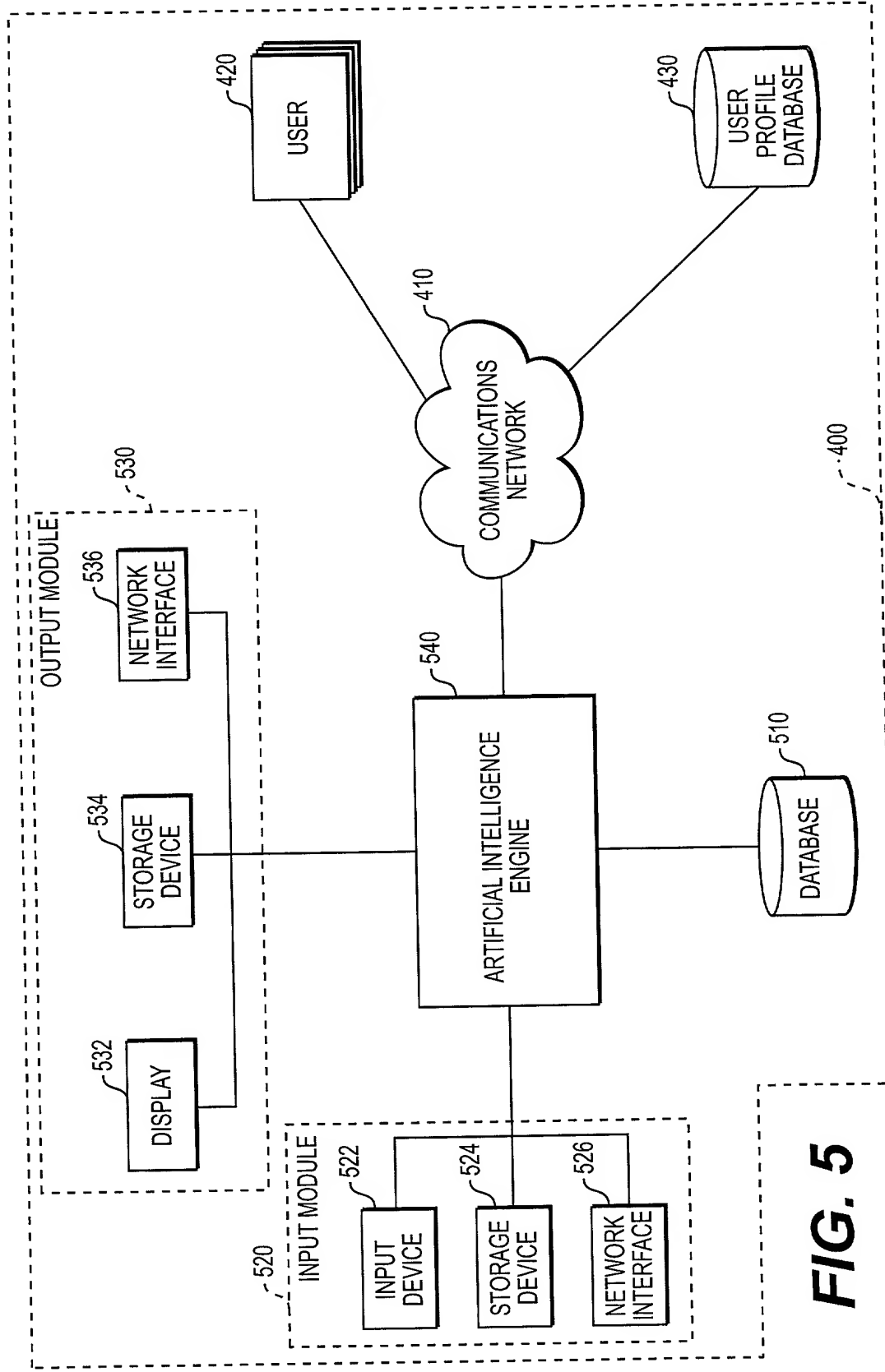
BUY NOW

LEARN MORE

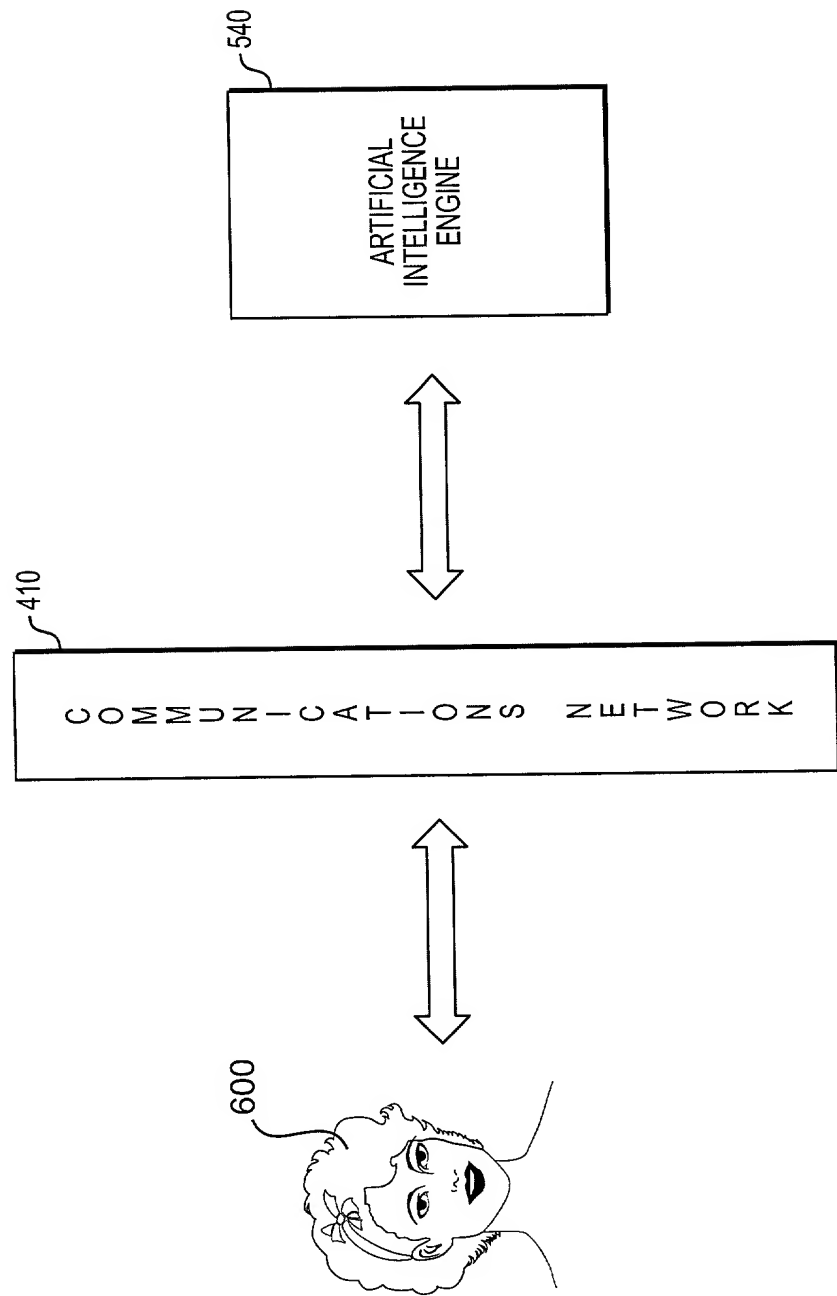
**FIG. 3**



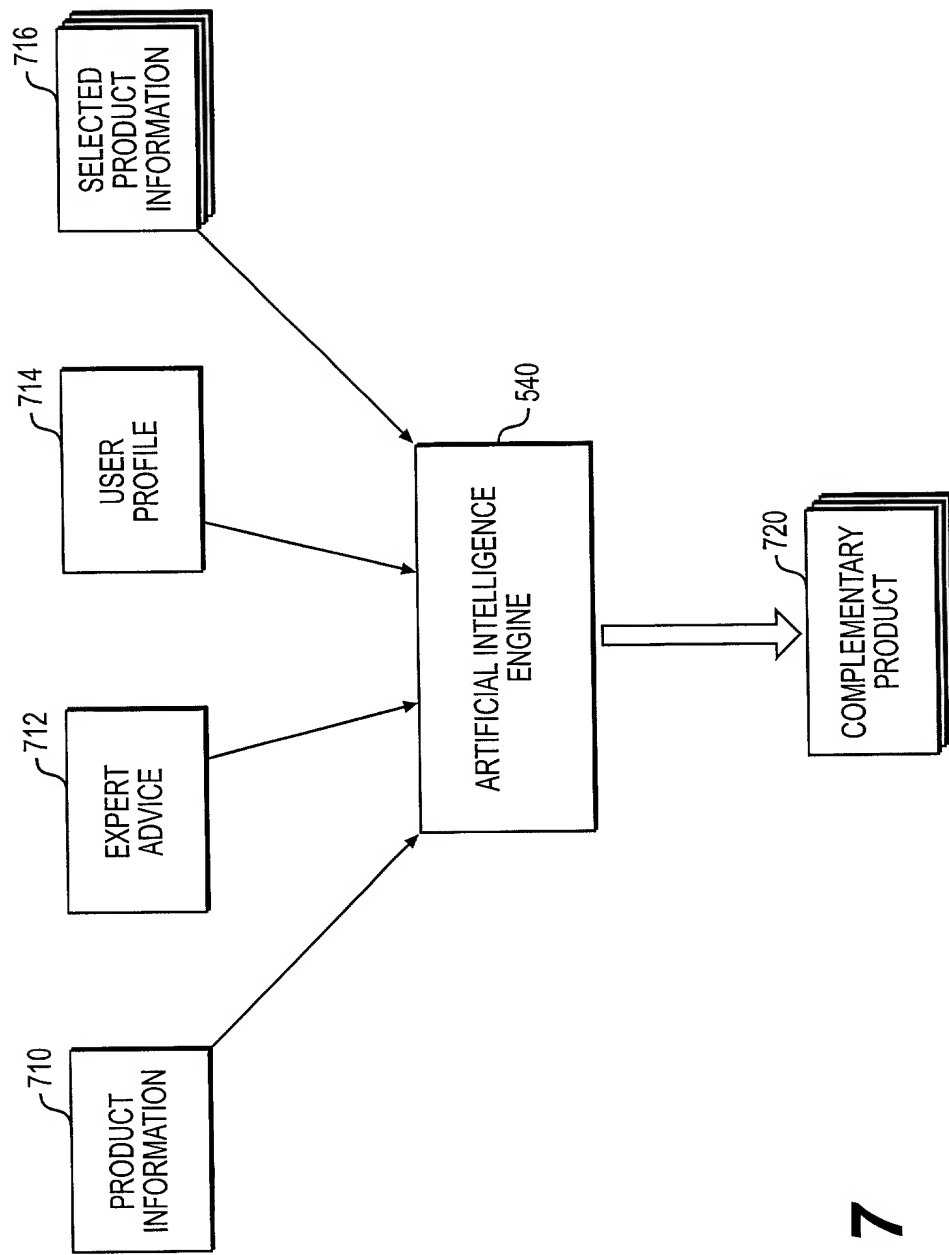
**FIG. 4**



**FIG. 5**



**FIG. 6**



**FIG. 7**



## PRODUCT INFORMATION

## PRODUCT A

TYPE (SKINCARE, MAKEUP, HAIRCARE,) ACCESSORIES, APPAREL, ...

MAKEUP (LIPSTICK, FOUNDATION, EYE SHADOW, ...)

COLOR (RED, RUST, BROWN, PURPLE, ...)

COMPATIBLE SKIN TYPE (DRY, OILY, COMBINATION, ...)

COMPATIBLE SKIN TONE (LIGHT, MEDIUM, DARK, ...)

COMPATIBLE EYE COLOR (BLUE, GREEN, BROWN, ...)

COMPATIBLE HAIR COLOR (BLOND, BROWN, BLACK, ...)

•

•

•

INTER-COSMETIC COMPATIBILITY (PRODUCT E,F,G, ...)

NON-COSMETIC COMPATIBILITY (PRODUCT X,Y, Z,...)

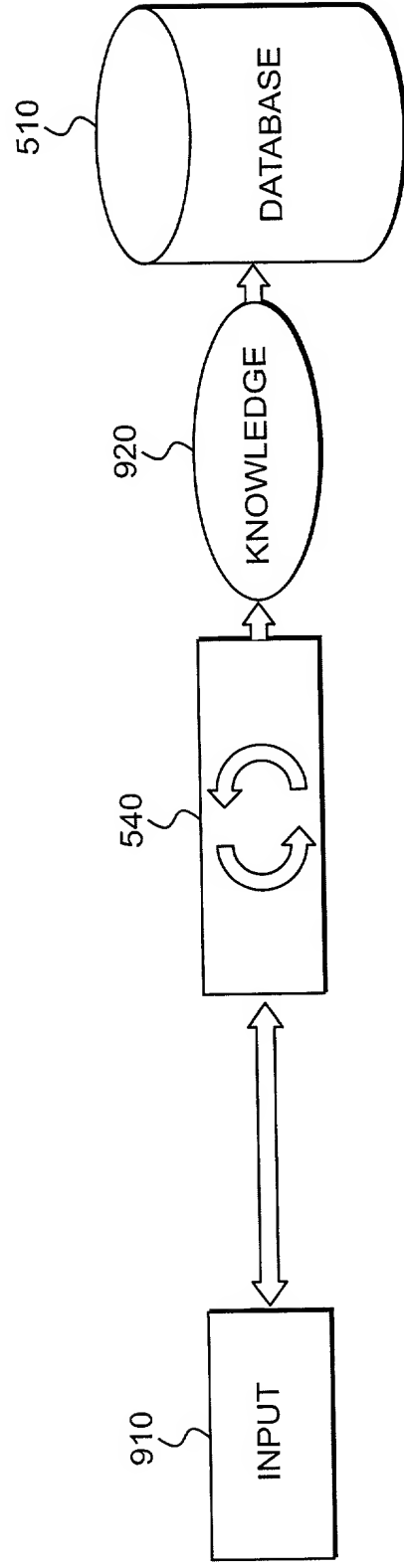
•

•

•

PRODUCT Z

**FIG. 8**



**FIG. 9**

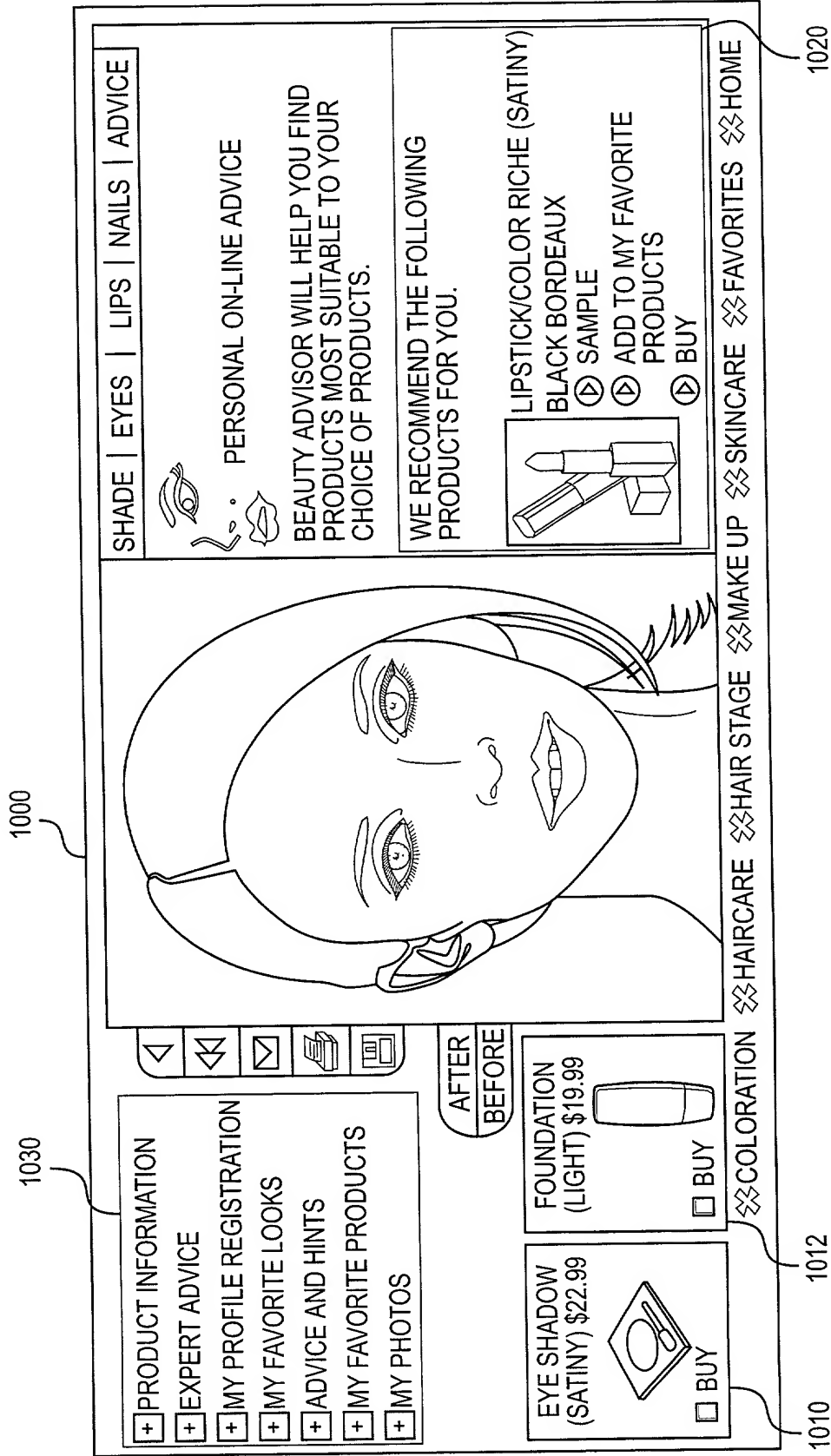
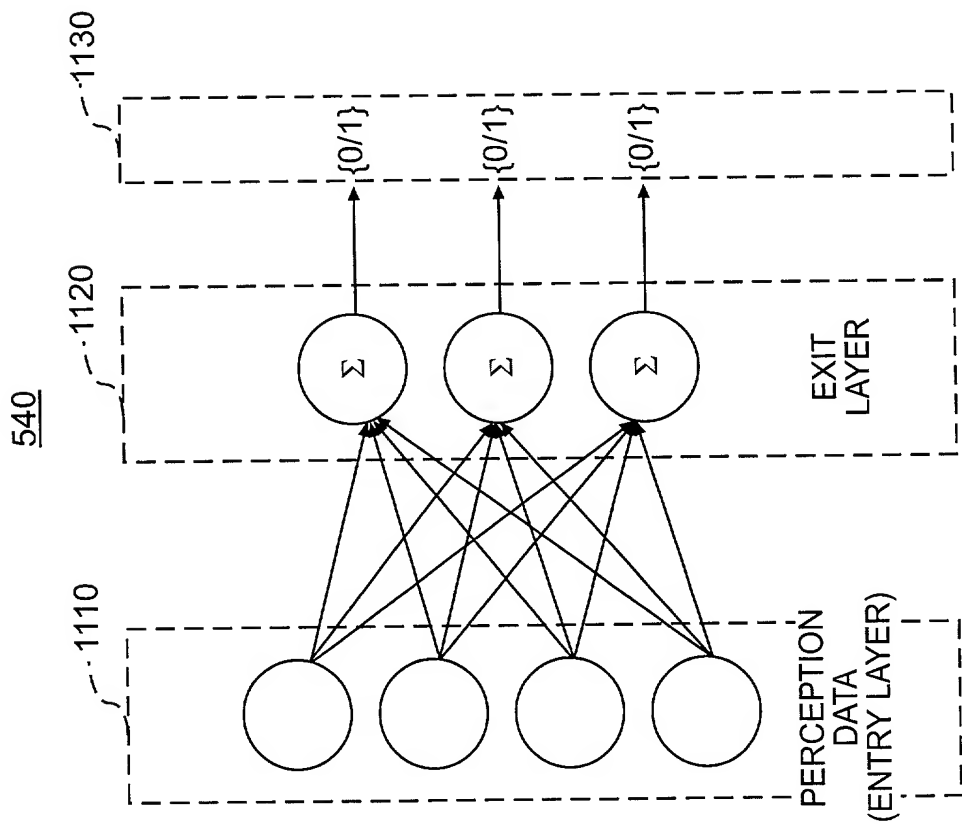


FIG. 10



**FIG. 11**

540

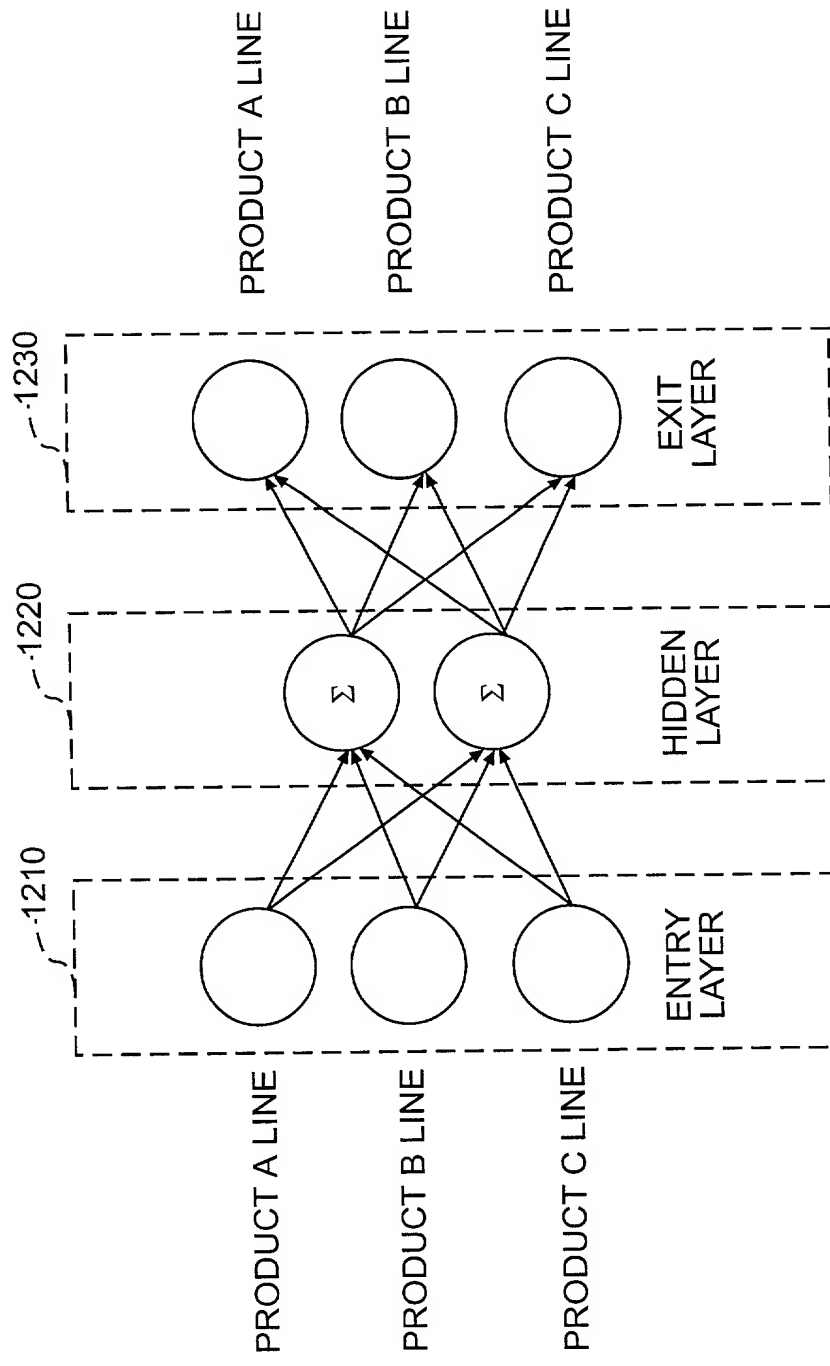


FIG. 12

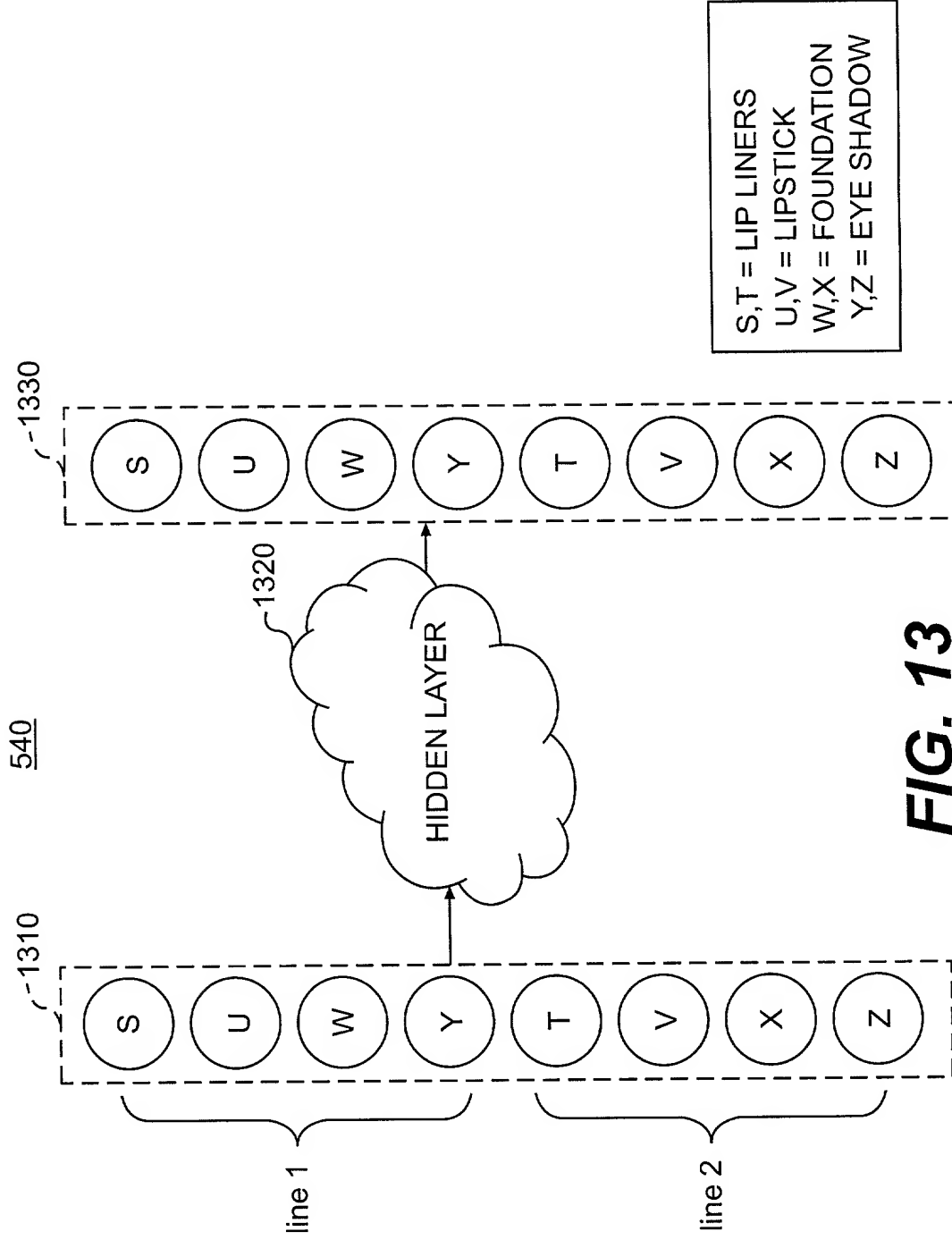


FIG. 13

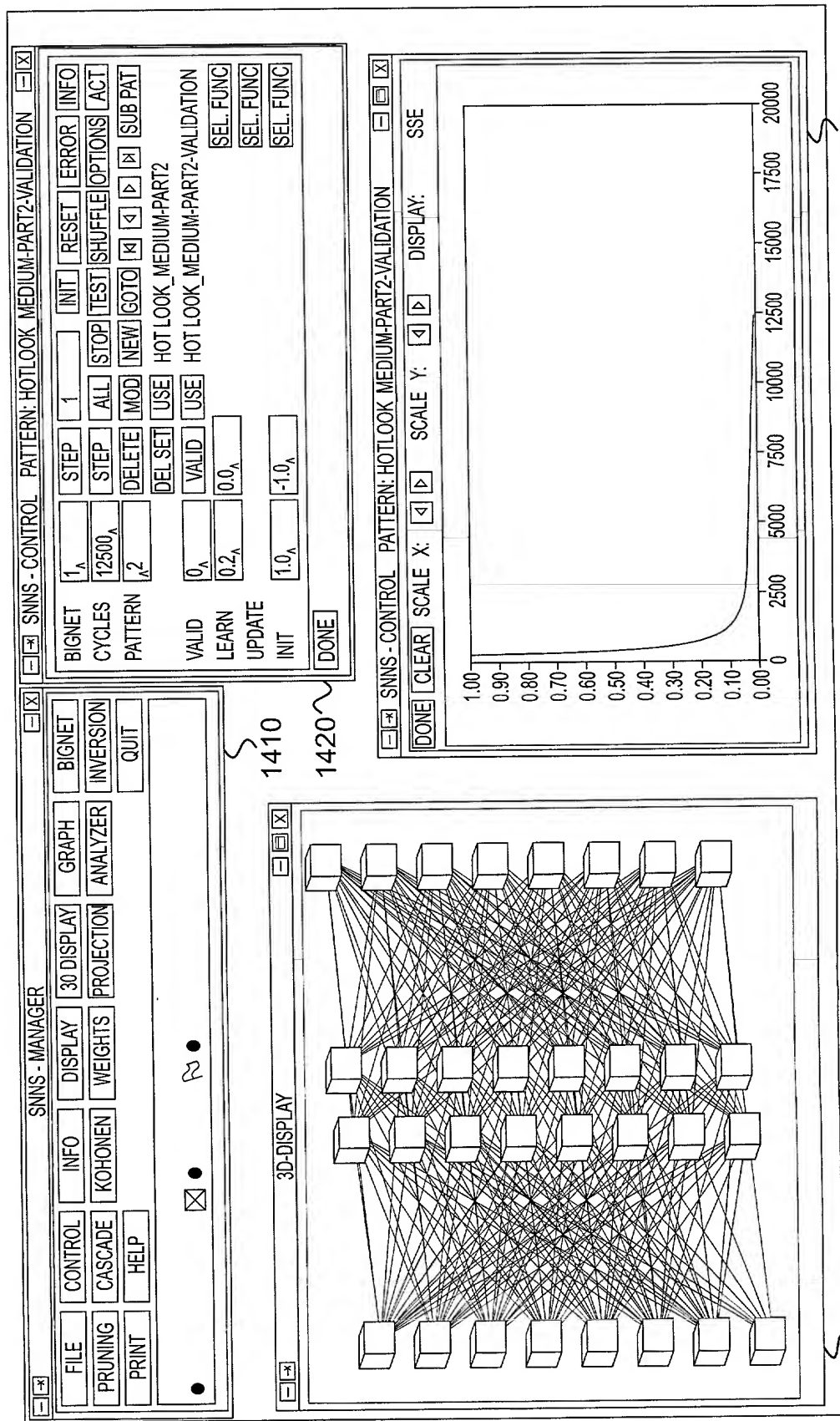


FIG. 14

1440

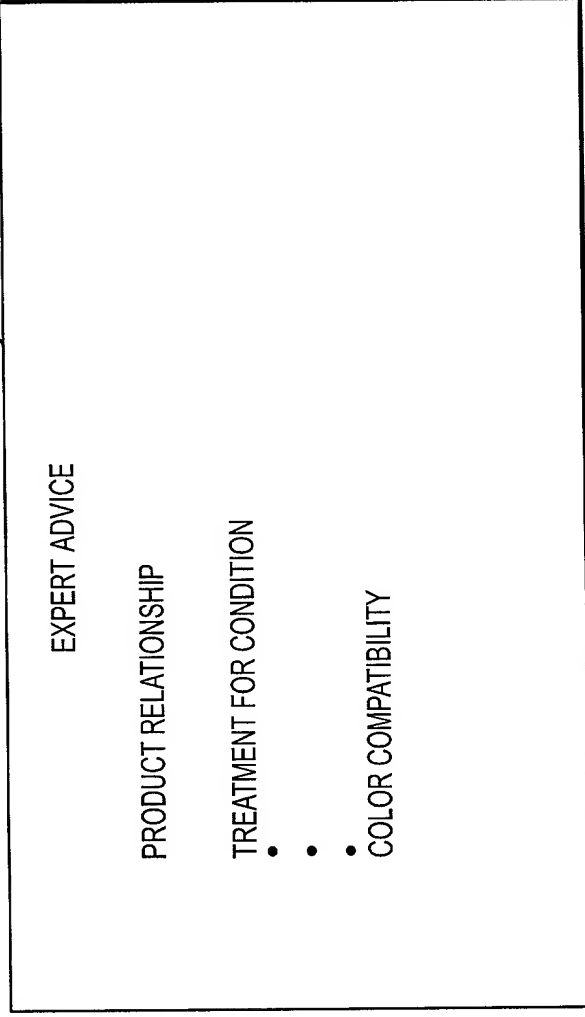
1400

1430

1410

1420

712



**FIG. 15**



## USER PROFILE

## GENERAL

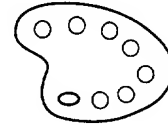
NAME

AGE UNDER ☐ 15-19 ☐ 20-24 ☐ 25-29... ☐ 75-79 ☐ 80+
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

## BODY CONDITIONS

SKIN TYPE ☐ DRY ☐ COMBINATION ☐ OILY ☐ VERY OILY

SKIN TEXTURE

SKIN TONE ☐ LIGHT... ☐ DARK ☐ CHOOSE FROM COLOR PALETTE

WRINKLES

HAIR COLOR ☐ BLOND ☐ BROWN... ☐ RED ☐ BLACK ☐ CHOOSE FROM COLOR PALETTEHAIR STYLE ☐ VERY SHORT ☐ SHOULDER LENGTH... ☐ VERY LONGHAIR CONDITION ☐ DRY ☐ OILY... ☐ PERMED ☐ DRYEYE COLOR ☐ BLUE ☐ BROWN... ☐ HAZEL ☐ CHOOSE FROM COLOR PALETTEFACIAL SHAPE ☐ ROUND ☐ OVAL... ☐ SQUARE

•  
•

SPECIAL CONDITIONS ☐ ALLERGY... ☐ OTHERS

## DEMOGRAPHICS

REGION ☐ EAST COAST... ☐ WEST COASTCLIMATE ☐ HOT ☐ HUMID ☐ DRY ☐ SUNNY

•  
•

LIFESTYLE ☐ ACTIVE ☐ OUTDOORS ☐ SPORTS... ☐ SEDENTARY

## PREFERENCES

COSMETIC COLOR (HAIR, LIPSTICK, ... BLUSH)

APPAREL COLOR (TOP, ... SKIRT)

ACCESSORY TYPES (EARRINGS, ... NECKLACE)

PRODUCT TYPES (SKINCARE, MAKE-UP,...)

•  
•

PREFERRED BRANDS (LANCOME, L'ORÉAL, ...)

**FIG. 16**

**USER PRODUCT SELECTION**

☐ PRODUCT 1


PRICE \$XX.XX


☐ BUY NOW

☐ APPLY MAKE-UP NOW

☐ CHANGE COLOR

☐ PRODUCT 5





1700

**RECOMMENDED COMPLEMENTRY PRODUCTS**

☐ PRODUCT A

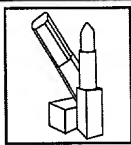
PRICE \$XX.XX

☐ BUY NOW


☐ APPLY MAKE-UP NOW

☐ CHANGE COLOR ON COLOR PALETTE

☐ RELATED PRODUCT RECOMMENDATION



720



1730

☐ PRODUCT E

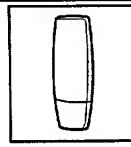
PRICE \$XX.XX

☐ BUY NOW

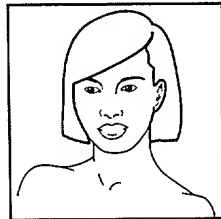
☐ APPLY MAKE-UP NOW

☐ CHANGE COLOR ON COLOR PALETTE

☐ RELATED PRODUCT RECOMMENDATION



720



1730

☐ PACKAGE OPTION

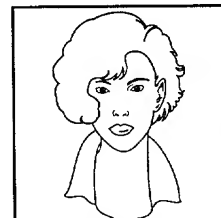
SPECIAL PACKAGE PRICE \$XX.XX

☐ BUY RECOMMENDED PACKAGE

☐ APPLY MAKE-UP NOW

☐ CHANGE COLOR

720




1722

☐ HAIR COLOR    ☐ ☐ ☐ ☐ ☐ ☐

☐ EYE SHADOW

☐ BLUSH

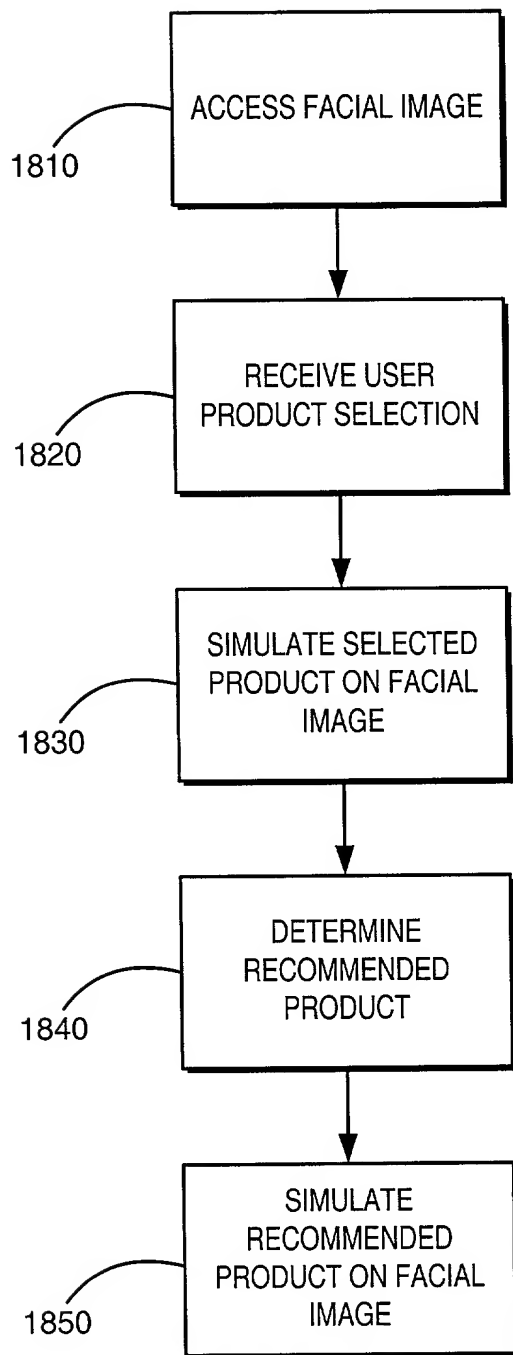
☐ LIPSTICK



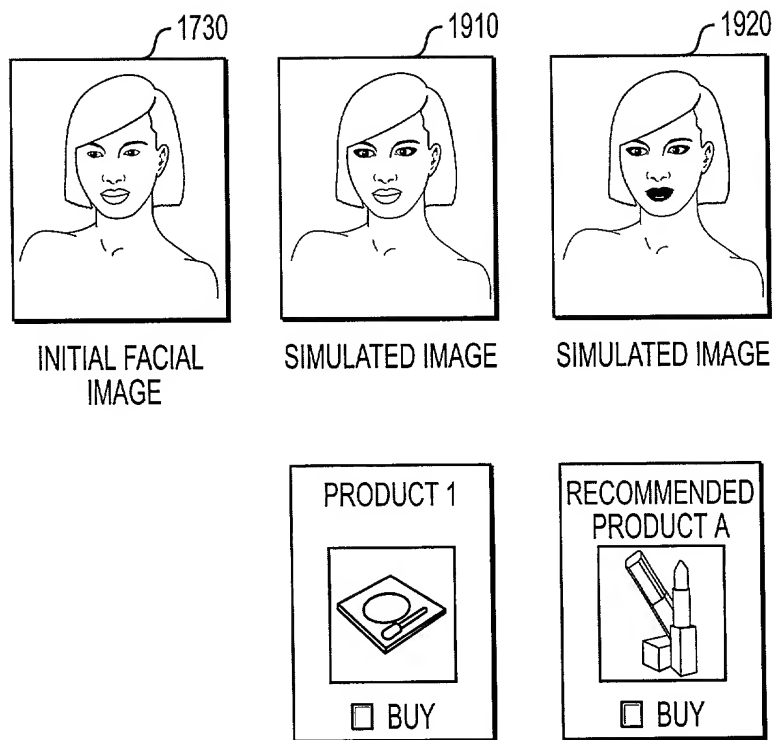
☐ DARKER    LIGHTER ☐

ENTER COLOR

**FIG. 17**

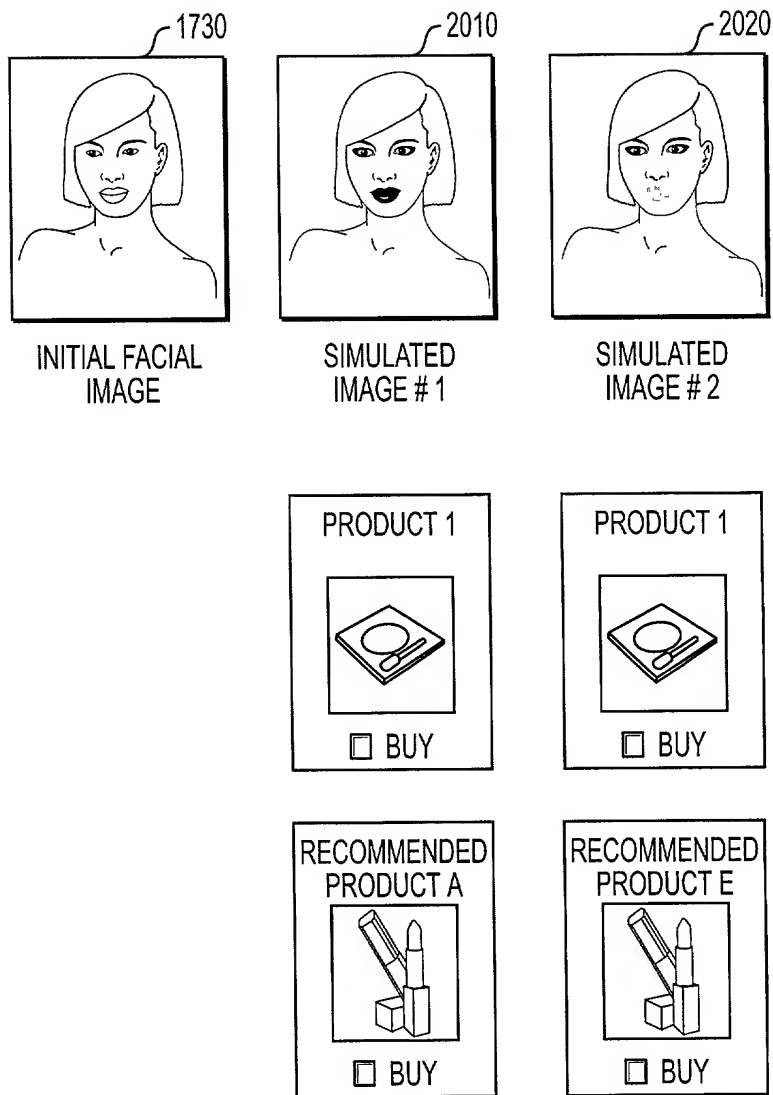


**FIG. 18**

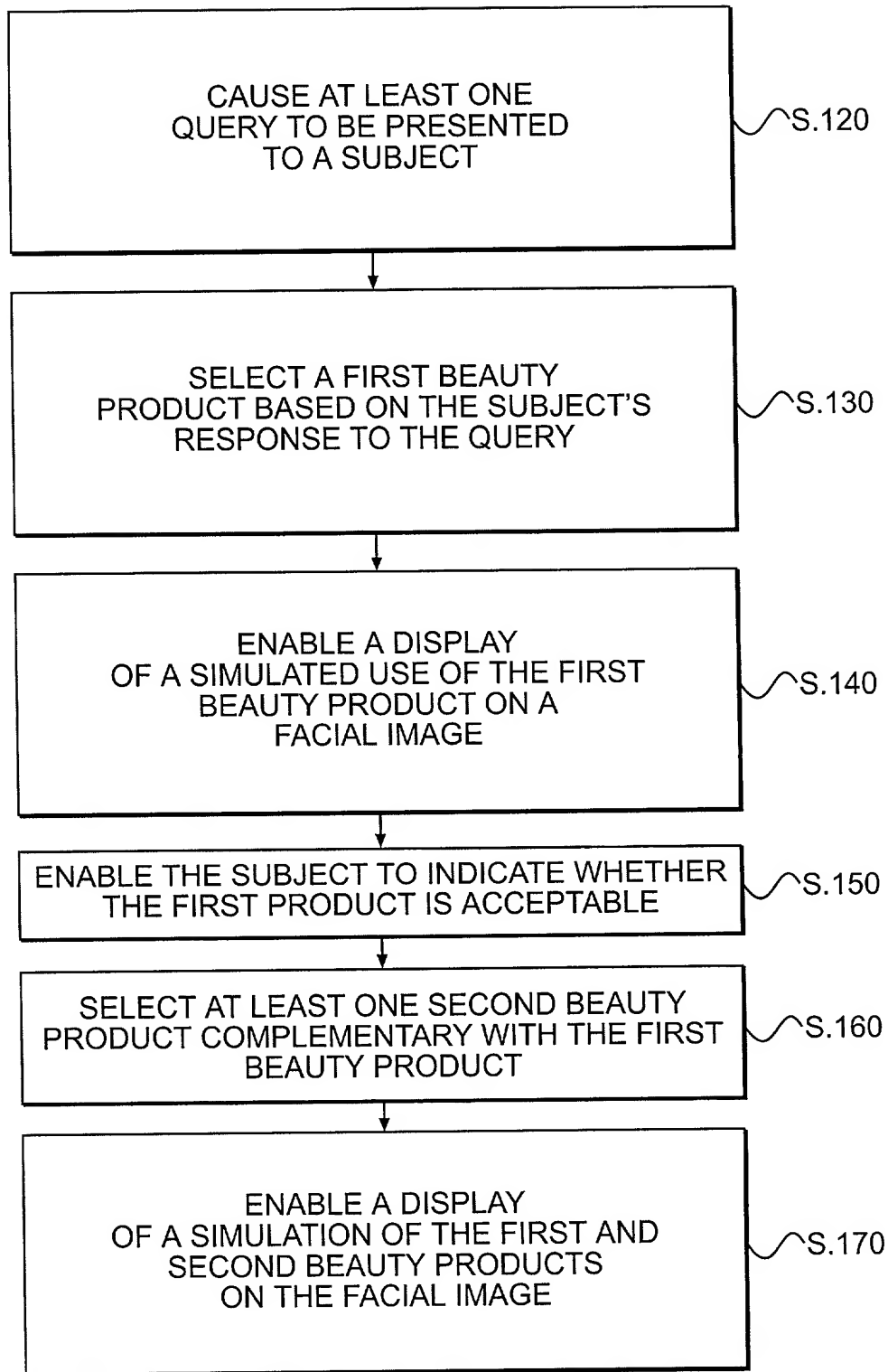


**FIG. 19**

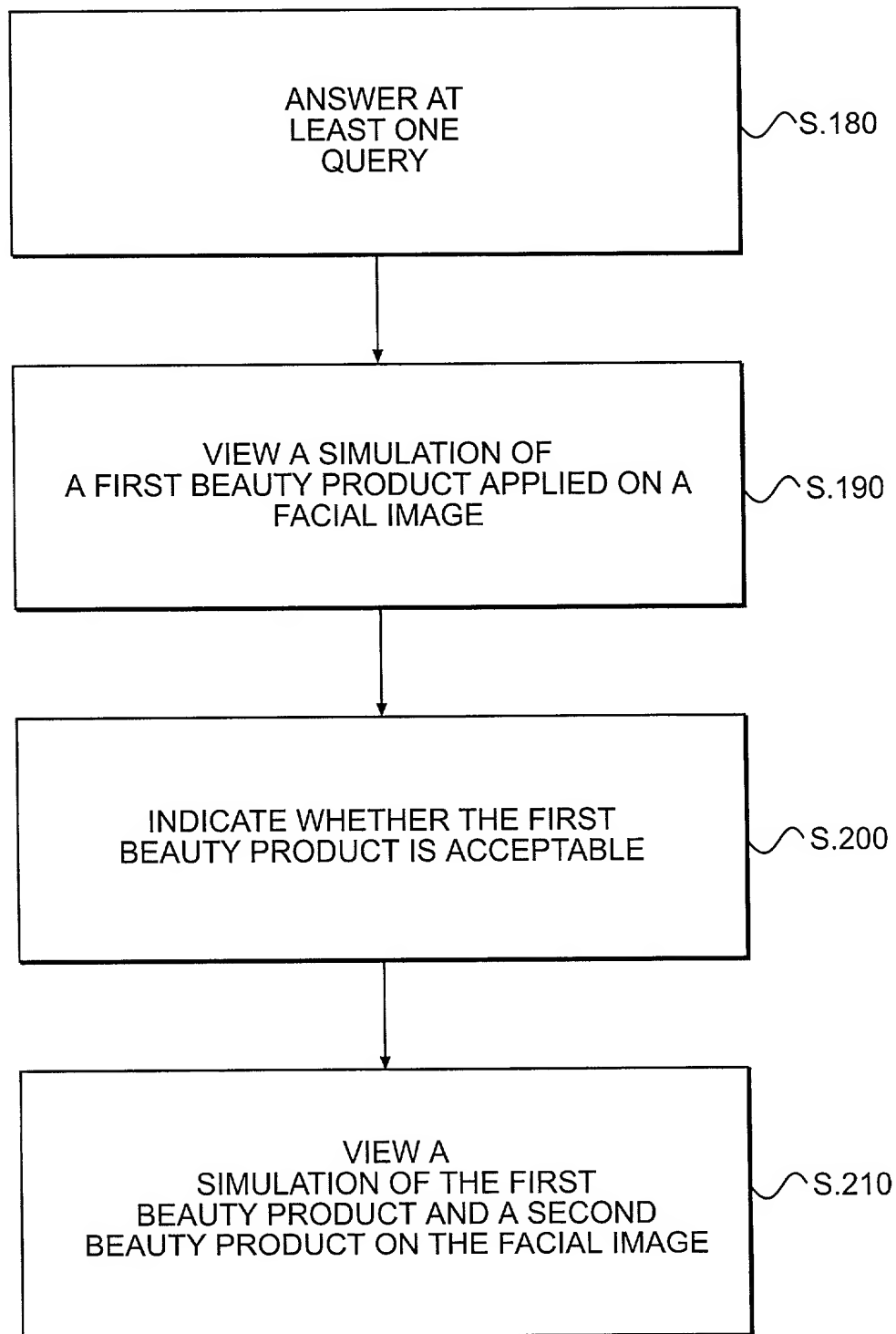
FIG. 20 is a diagram illustrating a facial image simulation process. The diagram shows three facial images: an initial facial image (1730), a simulated image #1 (2010), and a simulated image #2 (2020). Below the images are two columns of product recommendations, each with a 'BUY' button.



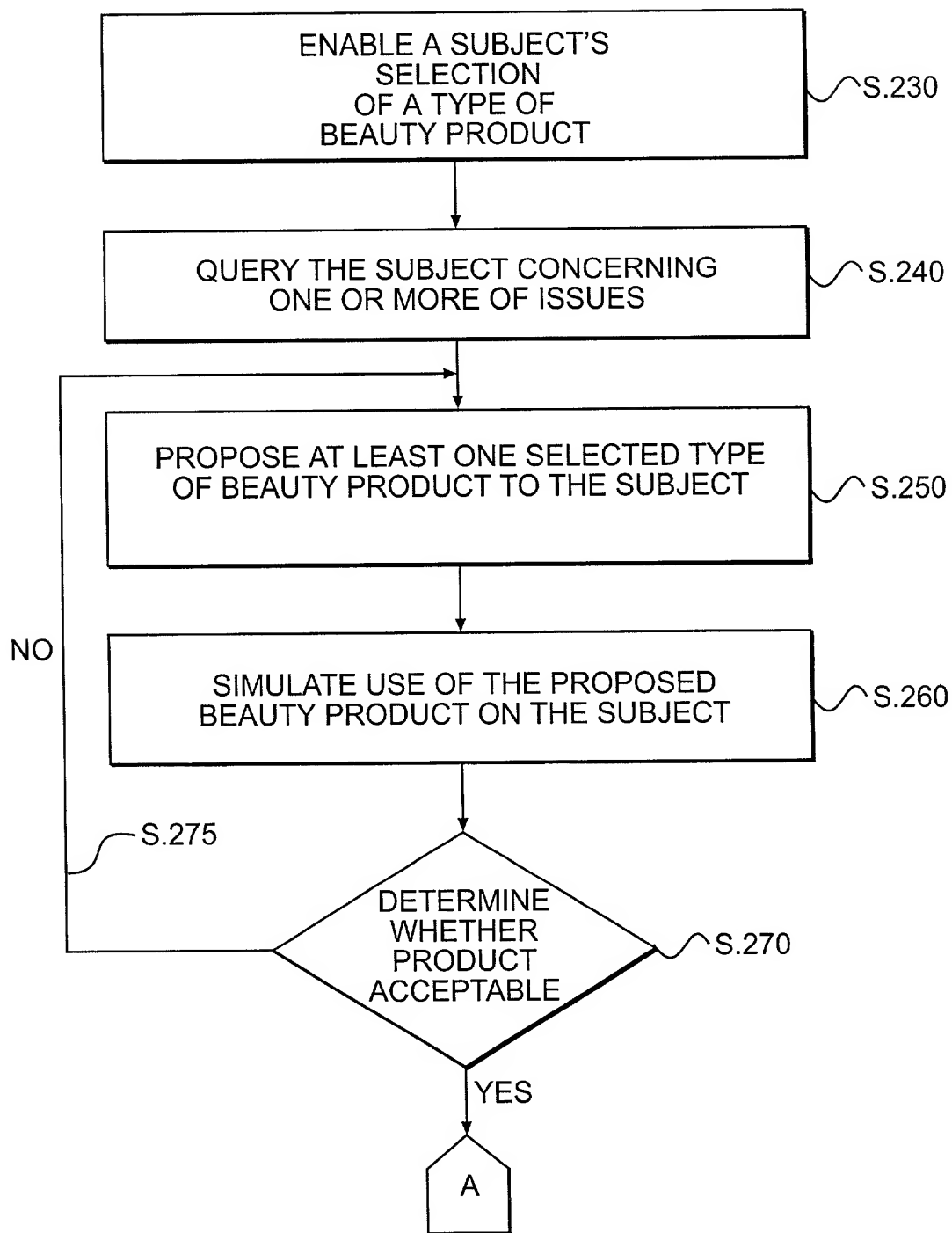
**FIG. 20**



**Figure 21A**

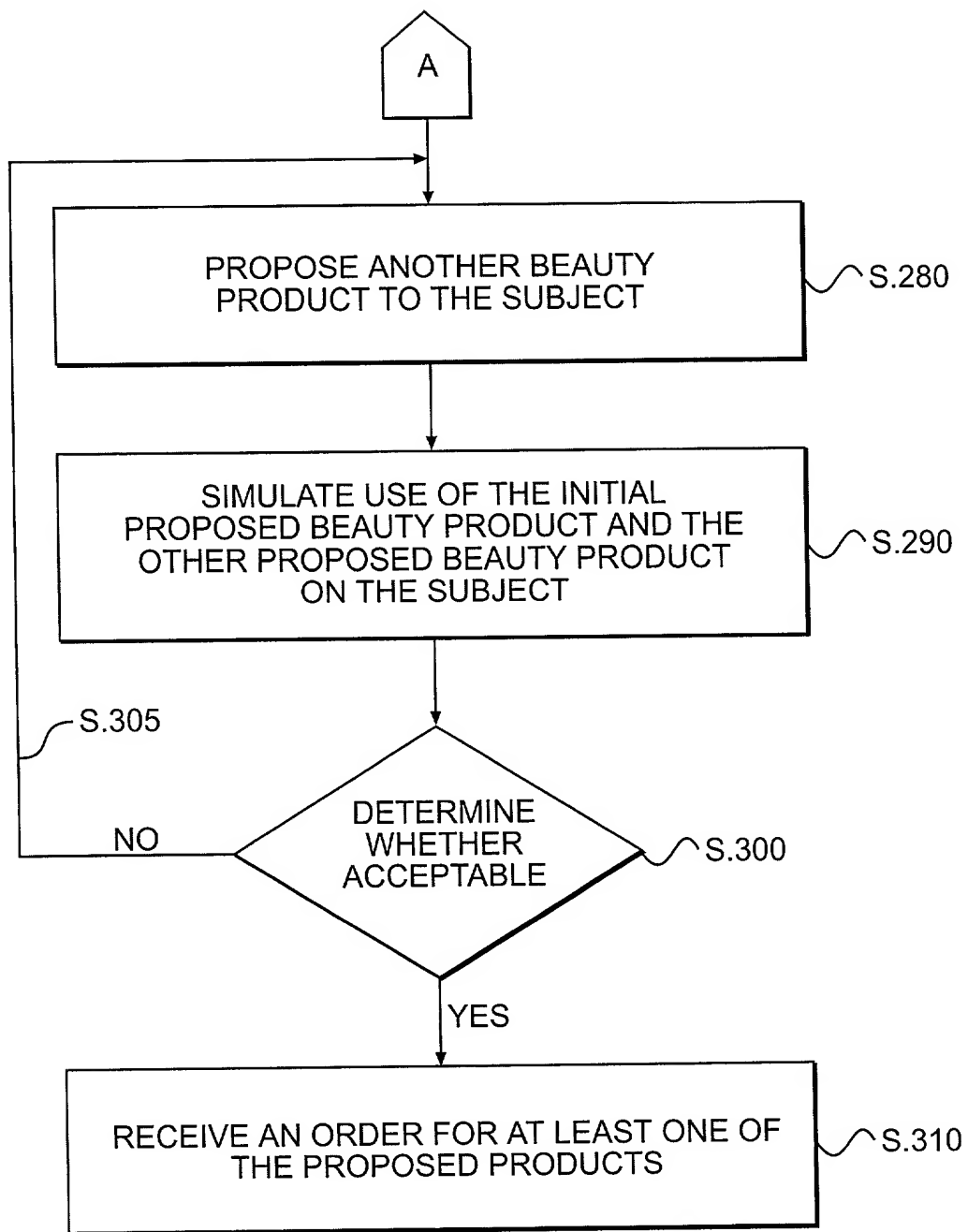


**Figure 21B**

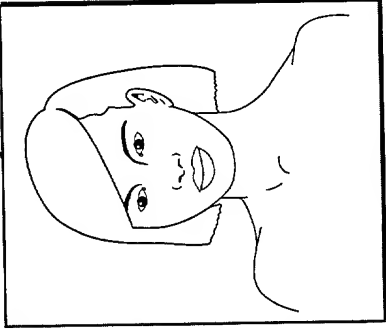
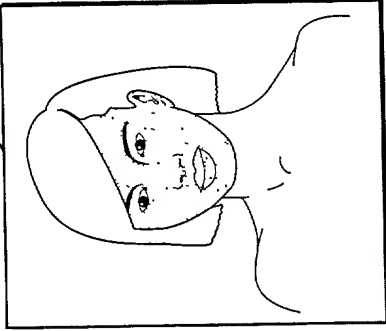
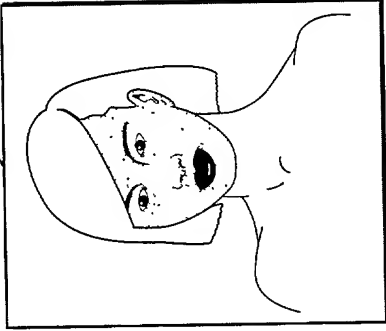


**Figure 21C**





**Figure 21D**

U.130		INITIAL IMAGE
U.140		SIMULATION OF A FIRST BEAUTY PRODUCT ON THE IMAGE
U.150		SIMULATION OF FIRST AND SECOND BEAUTY PRODUCTS ON THE IMAGE
<div>QUERY: _____ U.160</div> <div>SIMULATION OF THE FIRST BEAUTY PRODUCT ACCEPTABLE? <input checked="" type="radio"/> YES <input type="radio"/> NO U.170</div>		

**Figure 22**